LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 405—(TUMBLERS)—Req. No. 59522—Fractional Page—(3⅜ x 12⅛ in.)
—4/c—Newspaper Supplements, 1978 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

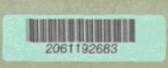
Rich, full-flavored *Saratoga 120's give you extra* smoking time and extra smoking pleasure. And they cost no more than 100's.

Saratoga 120's

© Philip Morris Inc. 1978

Regular: 16 mg "tar," 1.0 mg nicotine—Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Aug.'77

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



2061192683
Source: https://www.industrydocuments.ucsf.edu/docs/xwwd0023